



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION – ECONOMICS

SECOND SEMESTER – APRIL 2018

17/16UVC2AL01- MEDIA DESIGN & DEVELOPMENT

Date: 28-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

I. Answer all the questions.

10X2=20 marks

1. Ideation
2. Slogan
3. Jingles
4. USP
5. Clutter
6. Big idea
7. Logo
8. PSA
9. Marketing mix
10. AIDA

SECTION-B

II. Answer any Five of the following question.

5X8=40 marks

11. What is media planning? How would you efficiently design ads for appropriate media?
12. Elaborate on the SMCR model. Give examples.
13. Discuss how marketers of low involvement products such as soft drinks or paper towels would use various IMC tools.
14. Discuss on any one media campaign that you have come across. Quote suitable examples supported with illustrations.
15. Discuss client servicing.
16. Copy is as important as a visual in any advertisement. Justify.
17. Discuss on the advantages and disadvantages of internet advertising.
18. Explain the influences of various media on the society.

SECTION-C

II. Answer any two of the following question.

2X20=40 marks

19. What is meant by encoding? Discuss how encoding differs for radio versus television commercials as well as for print ads. Quote suitable examples.
20. The basis of any advertising is a good research. Justify and discuss the tasks involved.
21. Discuss on the importance of creativity in advertising.

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